THEORETICAL BASIS FOR FORMING THE ESSENCE OF THE CONCEPT "RESOURCE CONSERVATION"

DAVYD SHAKHVERDIAN, PhD student
O. V. ILLYASHENKO, scientific advisor, Doctor of Science in Economics
O. L. ILIENKO, language advisor, PhD in Philology
O. M. Beketov National University of Urban Economy in Kharkiv

The crisis situation in the housing and communal services sector of Ukraine, a high level of depreciation of water supply, sewage networks, production equipment, a low quality of the services provided to consumers as well as imbalance of the state tariff policy have a negative impact on the condition of the country economy in general. The efficiency and equilibrium of the housing and communal services sector are determined not only by the services' quality improvement, but also by the reduction of the cost of services and an economical use of limited natural resources.

Resource conservation is traditionally interpreted as a strategic vector of the economy functioning, which increases its competitiveness, efficiency and profitability of economic activity in general at the level of the country, its regions, as well as at the level of a certain enterprise. Today, Ukraine faces a number of problems in the field of resource use. In particular, these are the issues connected with a limited amount of the majority of the raw materials; an aggravation of the competition for resources at the internal and external levels; an increase of the risks of ecological and man induced disasters; a low resource management efficiency; an emergence of international conflicts caused by a global redistribution of influences and rights, etc.

Summarizing the existing interpretations of the essence of the concept "resource conservation," we can distinguish several approaches to understanding of its content. The author Balashova R. A [1, p. 117] considers resource conservation as "an economic category that is constantly upgraded and represents a process of the efficiency increase of resources using. A group of authors in their works [2, p. 12] indicate that resource conservation is a "condition that characterizes a potential for improving the use of productive resources" and is defined as "a set of measures of a technical, economic, organizational and socio-psychological focus regarding conservation and an efficient use of all types of resources (material, energy, financial etc.)". Melnik N. O. determines resource conservation as a "production factor, which changes the ratio between the means used in production and labor costs caused by a growth of labor productivity" [3]. Another approach regards resource conservation as "a process of reducing the material and energy intensity of a production unit, production cost reduction, increasing the output of final products through introduction of scientific and technological advances and the application of organizational and economic management mechanisms" [4].

The authors of the monograph [5, c. 31] define resource conservation as "progressive use of the natural resource potential, which provides saving of natural

resources and production growing within a constant amount of raw materials, fuel, basic and auxiliary materials".

Following the traditional approach, Skokov S. A. [6, c. 350] proposes to determine resource conservation as the form of scientific, practical, organizational, commercial and information activities aimed at a rational, integrated and economical consumption of all types of resources based on the existing level of the technology development while reducing the man induced burden on the environment. Reymers N. F. [7] notes that resource conserving technologies involve using a minimum amount of resources at each stage of the commodity production cycle as well as during its disposal. Volkova S. V. sees resource conservation as one of the forms of disposal of the enterprise reserves associated with maximum saving of the material resources in the production [8].

Thus, the entire complex of problems in the field of resource conservation is becoming an actual research problem for the national science both in terms of improving the theoretical foundations of this process and in the area of practical recommendations for ensuring the effectiveness of the state resource potential using.

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